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WEITERE INFORMATIONEN OK

An unending variety of topics

Saturday, July 29, 2006

Customer value meter

When you call Cingular customer service, the customer representative you talk to learns your value to the company via this handy meter. You may or may not be eligible for various discount offers, depending on how much business you've done with the company in the past (life time value) and whether they expect you to stay with them in the future (churn potential). Churn potential is perhaps based on how hard it would be for you to switch to a competitor. Many companies track data related to these two variables, but this widget distills it all down for the operator you talk to.

Hat tip to Marginal Revolution.

Posted by Nick Szabo at 1:56 PM

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About Me

Nick Szabo

"A premier thinker about history, law and economics, and the lessons they have for security." -- Adam Shostack, Emergent Chaos

"Szabo comes out with these essays that leave me in awe." -- Brian Dunbar

"Reading material that is eclectic, challenging and endlessly fascinating." -- Sean McGrath, Propylon

"Like most blogs worth my attention, this blog is updated only infrequently. That is because the authors of blogs worth my attention only post when they have something to say that is true, relevant and not already known by their audience. Most of the human race does not have the skill to know when an idea has these three properties. The skill is particularly rare in the fields of politics and economics, which is why this blog is such a rare and valuable thing." -- Richard Hollerith

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